



in-depth conversations with the City and consultants on best approach to comply with all major code requirements. We feel strongly that the current site plan is the best option when trying to fit an 1,800 SF building with drive-thru on such a tight corner.

The drive-thru entrance on the north end of the site can be accessed by the 8th Street entrance, as well as, the Main Street entrance. Turning movements into and out of the project site at the project driveways are anticipated to operate at acceptable service levels. The drive-thru queue allows for thirteen (13) cars - seven (7) before the order board and six (6) between the order board and pick-up window. Queuing observations found that the thirteen (13) vehicle queue was in the 95th percentile and the design provides adequate storage to accommodate all vehicles without encroaching into the drive aisles. To read more regarding traffic and queuing, please reference our traffic impact analysis.

Another challenge faced during the DPR process was the accommodation of the on-site trash enclosure. Due to the configuration of the existing shopping mall and the ownership of parcels, it was important that Starbucks have their own trash enclosure on-site. Our consultants worked with the City to determine the best location for the trash enclosure that allowed for trash-truck movements. The trash enclosure will provide a trash bin and recycling bin meeting the 4x4 cubic yard Starbucks requirement and will have a roll up gate to avoid doors swinging into the drive aisle.

The last major hurdle we faced, was the location of the pedestrian path of travel. Due to the configuration of the site being on a hard corner while also trying to meet all major code requirements, there was no way for the pedestrian path of travel to not cross the drive-thru. Our site plan currently shows the path crossing through the drive-thru at the sixth (6th) car on the west end of the site connecting to the right-of-way on Main Street. This path of travel location is the least harmful to pedestrians as cars in the drive-thru queue are going a minimal speed.

Architecture and Materials – The architecture for this Starbucks building was inspired by the Spanish Colonial style in the Downtown Revitalization Specific Plan design guidelines. Downtown Corona holds a great deal of history and when working with Rich Winn of the Corona Historic Preservation Society, he wanted us to reference the old mortuary/Sunday School. When designing the Starbucks building, we mixed in the historical architecture from the old mortuary/Sunday School while implementing Spanish Colonial design style. The blend of the white stucco, red brick and terracotta



roof tiles give this building and street corner a fresh new look while also fitting into the existing buildings.

Parking – The Corona Municipal Code parking ratio is 1:100 for a coffee shop with a drive-through, resulting in a requirement of eighteen (18) parking stalls for this project. Due to the configuration of this site, Starbucks is able to provide nine (9) parking stalls. Although the Starbucks site is short on parking, the Corona Mall, as a whole, has surplus. Our Parking Demand Analysis shows direct application of the City parking codes to the Corona Mall plus the proposed Starbucks Project results in a code-parking requirement of six-hundred (600) spaces. With a proposed parking supply of six-hundred fifty-eight (658) spaces, a theoretical parking surplus of fifty-eight (58) spaces is forecast. We do not foresee parking to be an issue for the proposed Starbucks site. To read more on parking utilization, please reference our Parking Demand Analysis.

We appreciate the opportunity to apply for a Conditional Use Permit in order to build an 1,800 SF Starbucks Coffee Shop with drive-thru at the Corner of 8th Street and Main Street in the Downtown District. We feel that the Starbucks will contribute to the redevelopment of the rest of the Corona Mall and surrounding areas. Should you have any questions or need additional information, please do not hesitate to call or email.

Sincerely,

A handwritten signature in blue ink that reads "Kendall Beas".

Kendall Beas